“Riding bicycles will not only benefit the individual doing it, but the world at large.”

- UDO E. SIMONIS
Emeritus Professor of Environmental Policy at the Science Centre, Berlin
BIKING IN NEW YORK
A 120-YEAR HISTORY

1896
BIKING SETS DOWN ROOTS IN NEW YORK
FIRST NY BIKE PATH

1896-1961
NYC IS CENTER OF COMPETITIVE CYCLING
ANNUAL BIKE RACE HELD AT MSG - (SIX DAYS OF NY)

1970s
BIKING GAINS MOMENTUM
FIRST FIVE BORO TOUR - 1977

1980s
BIKING INTEREST SOARS
SUBWAY STRIKE - 1980
FIRST ON-STREET PROTECTED BIKE PATH IN NYC - 1981

1990s
BIKING LEADERSHIP TAKES SHAPE
BIKE NEW YORK IS ESTABLISHED AND TAKES
OWNERSHIP OF FIVE BORO BIKE TOUR - 1999

2000s
BIKING ENJOYS STEADY GROWTH
HUNDREDS OF MILES OF BIKE LANES ADDED
BIKE NEW YORK EDUCATION PROGRAMS LAUNCH - 2005
BIKE EXPO NEW YORK LAUNCHED - 2012
TODAY, BIKING IS AN INTEGRAL PART OF NEW YORK’S CULTURE AND WAY OF LIFE
BIKE NEW YORK CONTINUES TO LEAD THE WAY AND MAKE THIS POSSIBLE

- 450K Daily Bike Trips in NYC
- 1K Bike Lanes in NYC
- 32K Annual Riders of TD Five Boro Tour
- 125K Students directly impacted over 12 years by Education Programs
WE EMPOWER NEW YORKERS TO TRANSFORM THEIR LIVES AND THEIR COMMUNITIES THROUGH BICYCLING.

Bike New York is a proud 501(c)(3) nonprofit dedicated to increasing bicycle ridership, removing barriers to cycling, and empowering people to lead healthy, productive lives.
WE STRIVE TO HAVE A POSITIVE IMPACT ON SOCIETY
**EMPOWERMENT**

We empower people to take charge of their transportation, their health and carbon footprint. We give them the tools to ride safely and confidently on the streets of New York.

**RECREATION**

Biking is more than a mode of transportation; it is fun. It is freedom on two wheels and we want everyone to take full advantage. We encourage people to get on their bikes to explore New York and its surrounding areas. We want them to enjoy the unique perspective that only a bike can offer.

**HEALTH/WELLNESS**

We are committed to promoting health/wellness as an integral part of everyday life. Not only is biking a zero-emissions form of transportation, but it also helps people stay active and fit.
**URBAN MOBILITY**

As New York’s population grows and the streets get more congested, we strongly believe that biking needs to play a bigger role in urban mobility solutions.

**SUSTAINABILITY**

We strive to ensure that our events and programs are as sustainable as possible. The 2014 TD Five Boro Bike Tour became one of the first events in NYC to be awarded sustainability certification from the Council for Responsible Sport. The Tour is now a gold-level certified event.

**COMMUNITY**

Bike New York is a community-first company. All proceeds from our events help fund our education programs. We bring people together and provide them with the tools necessary to get behind the handlebars.
OUR COMMUNITY EVENTS ALLOW US TO DRIVE INTEREST, PARTICIPATION AND ENGAGEMENT WITH CORPORATE PARTNERS.
Largest charitable single-ride event in the country.

32,000 Riders
40 Miles
5 Boroughs
0 Cars
BIKE NEW YORK

Most attended two-day consumer bike expo in the United States.

Free & open to the public

60,000 Attendees

120 Exhibitors

2019 Venue TBD

WHICH KICKS OFF WITH BIKE EXPO NEW YORK

SIGNAGE

ACTIVATION/PRODUCT DEMOS

SPEAKERS/EXPERT PANELS

EDUCATION CLASSES

FASHION SHOW/CONTESTS

CONTENT
BIKE NEW YORK
LOCAL RIDES

Small community rides in and around NYC showcasing our favorite routes and destinations.

15-20 Rides in 2019
Customized Journeys

GREENWAYS & GREENMARKETS
BIKE TO THE BEACH

A PICNIC IN THE PARK
HOLIDAY LIGHTS & SIGHTS
BIKE NEW YORK
REGIONAL RIDES

Discover Hudson Valley Ride
June 30, 2019

Twin Lights Ride
September 29, 2019

WE HAVE EXPANDED BEYOND THE FIVE BOROUGHS

DISCOVER HUDSON VALLEY RIDE
2,900+ RIDERS
5 ROUTES
15-100 MILES

TWIN LIGHTS RIDE
3,400+ RIDERS
5 ROUTES
15-100 MILES

Centered around the world’s longest footbridge, this ride is all about discovering New York State’s beautiful Ulster, Dutchess, and Columbia counties.

Named after the famed Navesink Twin Lights in New Jersey, this ride showcases the best of the Garden State and is the largest cycling event in the state of NJ.
OUR EDUCATION INITIATIVES
ALLOW US TO INFORM, EMPOWER AND GIVE BACK TO NEW YORK CITY

BIKE NEW YORK
CLASSES ◆ PROGRAMS ◆ CENTERS
Bike New York

Education Initiatives

We inspire and empower riders of all levels across the five boroughs.

Classes
- Learn to Ride
- Street Skills
- Winter Riding
- Bike Commuting
- Bike Maintenance
- How To Buy A Bike

Programs
- After School Programs
- Bike Safety Assembly
- Youth and Adult Camps
- Gear Femmes

Centers
- 12 Education Centers Across New York’s Five Boroughs

We help people find ways to incorporate bicycling into their daily lives.

125,000+
People Helped Since 2005
WE HAVE A PLATFORM TO EMPOWER NYC’S YOUTH

RECYCLE
-A-
BICYCLE

Community-based bike shop that has been serving NYC for 20 years. All proceeds directly support BNY’s education programs.

1,000+
Youth Participants

1,800+
Collected Bikes Per Year

55,385
Pounds of Waste Diverted from Landfills

EARN-A-BIKE
GREEN JOBS TRAINING
2019 YOUTH BIKE SUMMIT

RECYCLED ARTS WORKSHOPS
SUMMER YOUTH EMPLOYMENT
KIDS RIDE CLUBS
OUR COMMUNITIES

SUPPORT OUR CAUSE
AND ARE ENGAGED IN OUR YEAR-ROUND PLATFORMS

DIGITAL + SOCIAL

Go-to resources for bikers – both beginners and seasoned riders

Bike New York Website
1.6M Annual Pageviews

223K+
Email Database

45K+
Followers

15K+
Followers

13K+
Followers

MEMBERSHIP PROGRAM

Cyclists of all stripes are welcome in the Bike New York Membership Program

3,800+
Members

63% Male

37% Female

PERKS
- Early Registration to events
- Member-only events
- Discounts & Merchandise
- Welcome Kit
OUR PARTNERS
SHARE OUR VISION
AND ARE INVESTED IN THE JOURNEY
HOW TO GET INVOLVED
Every Bike New York Partnership is customized to meet brand objectives.

Partnership Options:

- Year-round Bike New York Partner
- Events Partner
- Education Partner

Bike New York
Classes • Programs • Centers
SNAPSHOT: TD FIVE BORO BIKE TOUR AND EXPO PARTNERSHIP

IP/MARKETING

SIGNAGE/ACTIVATION

EXPERIENTIAL/EVENTS

CUSTOM CONTENT

HOSPITALITY/EMPLOYEE PERKS

COMMUNITY INITIATIVES
JOIN US IN DELIVERING A VIBRANT, HEALTHY, GREEN WORLD WITH MORE PEOPLE RIDING BICYCLES.